



Privacy Policy

The Dog Den
Professional Pet Care Services

Last Updated: 15/10/2025

1. Who We Are

We are The Dog Den, a professional pet care business providing home boarding, home day care, dog walking, and related pet care services operating in Huddersfield. We are committed to protecting your privacy and handling your personal data in accordance with UK data protection law.

As a data controller, we determine how and why your personal data is processed. This privacy policy explains how we collect, use, store, and protect your personal information when you use our services.

Business Details:

- Trading Name: The Dog Den
- Registered Address: 62 Dodds Royd, Berry Brow, Huddersfield HD4 7LZ
- ICO Registration Number: [ICO NUMBER] (if applicable)

2. How to Contact Us

If you have any questions about this privacy policy or how we handle your personal data, please contact us:

Email: sarah@thedogden.org

Phone: 07398 657 110

Post: 62 Dodds Royd, Berry Brow, Huddersfield, HD4 7LZ

Data Protection Queries: sarah@thedogden.org

For urgent matters relating to your pet's care, please use our emergency contact number: 07398 657 110

3. Legal Requirements for Pet Care Services

As a professional pet care provider, we are required by law to collect and maintain certain personal information to ensure the safety and welfare of the animals in our care.



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Legal Obligations Include:

Animal Welfare Act 2006: We must hold appropriate information about you and your pets to ensure we can provide proper care and meet our duty of care obligations.

The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018: For boarding services, we are required to maintain detailed records of clients and their pets under the current licensing framework (SI 2018 No. 486).

Insurance Requirements: We must keep records for potential insurance claims and liability purposes.

Local Authority Licensing: We may be required to maintain client records as part of our licensing conditions.

This means that providing certain information is not optional - it is necessary for us to provide our services legally and safely. We will clearly indicate which information is mandatory and which is optional when we collect it.

4. What Personal Data We Collect

We collect and process the following types of personal data:

Your Personal Information:

- Full name
- Home address and postcode
- Email address
- Phone numbers (mobile and landline)
- Emergency contact information
- Payment and billing information

Your Pet's Information:

- Pet's name, breed, age, and gender
- Vaccination records and certificates
- Medical history and current health conditions
- Medication requirements and administration instructions
- Behavioural characteristics and special needs
- Veterinary practice details and contact information

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- Insurance information (if applicable)
- Dietary requirements and feeding instructions
- Exercise needs and preferences

Service-Related Information:

- Booking history and service records
- Communication records (emails, messages, calls)
- Access instructions for your property (key locations, alarm codes)
- Special care instructions and preferences
- Photos of your pet (with consent)
- Service feedback and reviews

Website and Technical Information:

- IP address and browser information
- Website usage data via cookies
- Communication preferences

We do not collect:

- Sensitive personal data (racial origin, political opinions, religious beliefs, etc.)
- Financial data beyond what's necessary for payment processing
- Data about children under 16 without parental consent

5. Legal Basis for Processing Your Data

We only process your personal data when we have a legal basis to do so. Under UK GDPR, we rely on the following legal bases:

Contractual Necessity (Article 6(1)(b)): We need to process your data to provide the pet care services you've requested:

- Managing and fulfilling service bookings
- Communicating about your pet's care and wellbeing
- Providing updates during service delivery
- Processing payments and issuing invoices
- Handling service-related queries and concerns



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Legal Obligation (Article 6(1)(c)): We are required by law to process certain data:

- Maintaining records under Animal Welfare Act 2006
- Keeping detailed client and pet records under The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018
- Keeping business records for tax and accounting purposes
- Complying with local authority licensing requirements
- Meeting insurance and liability obligations

Legitimate Interests (Article 6(1)(f)): We have legitimate business interests that justify processing your data:

- Our Interest: Operating a safe, efficient, and professional pet care business
- Your Interest: Receiving reliable, high-quality pet care services
- Balancing Test: We only process data that is necessary and proportionate to these interests

Examples include:

- Maintaining client records for ongoing service relationships
- Improving our services based on feedback
- Ensuring the safety and security of pets in our care
- Managing our business operations effectively

Consent (Article 6(1)(a)): Where you have specifically agreed, we process data for:

- Marketing communications and newsletters
- Taking and sharing photos of your pet on social media
- Optional services not covered by our main contract
- Testimonials and reviews

You can withdraw your consent at any time by contacting us.

6. How We Use Your Personal Data

We use your personal data for the following purposes:

Service Delivery:

- Providing dog walking, pet sitting, boarding, and daycare services
- Assessing your pet's behavioural and medical needs to deliver appropriate care



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- Communicating with you about bookings, schedules, and your pet's wellbeing
- Providing updates and reports during service delivery
- Coordinating with veterinary practices when necessary

Business Operations:

- Processing payments and managing billing
- Maintaining accurate service records
- Responding to emergencies and urgent situations
- Managing insurance claims and liability matters
- Improving our services based on feedback

Communication:

- Sending booking confirmations and reminders
- Providing service updates and reports
- Responding to your queries and concerns
- Sending important service announcements
- Marketing communications (with your consent)

Legal and Safety Requirements:

- Complying with animal welfare legislation
- Meeting licensing and regulatory requirements
- Ensuring the safety and security of pets in our care
- Maintaining records for insurance and liability purposes

7. Who We Share Your Data With

We may share your personal data with the following third parties, but only when necessary and with appropriate safeguards:

Veterinary Practices:

- Your registered veterinary practice for routine care coordination
- Emergency veterinary services if your pet requires urgent medical attention
- Sharing is based on legitimate interests (your pet's health and safety)

Emergency Contacts:

The Dog Den, 62 Dodds Royd, Berry Brow, Huddersfield HD4 7LZ
07398 657110 | sarah@thedogden.org.uk | thedogden.org.uk



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- People you have designated as emergency contacts
- Only contacted when we cannot reach you and your pet needs attention
- Based on contractual necessity and legitimate interests

Professional Service Providers:

- Payment processors for secure transaction handling
- Insurance providers for claims processing (with your consent)
- Professional indemnity and liability insurers
- Accountants and legal advisors (under professional confidentiality)

Regulatory Authorities:

- Local authority licensing departments (if required)
- HMRC for tax and business record purposes
- Other authorities if required by law

Technology Providers:

- Website hosting and email service providers
- Booking and scheduling software providers
- Cloud storage providers (with appropriate security measures)

We do not:

- Sell your personal data to third parties
- Share data for marketing purposes without your explicit consent
- Transfer data outside the UK/EU without appropriate safeguards
- Use your data for purposes other than those described in this policy

8. How Long We Keep Your Data

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected:

Active Clients:

Data is retained while you remain an active client



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- Updated as necessary to maintain accurate records

Former Clients:

- Client and pet information: 6 years after your last booking
- Payment and billing records: 7 years (legal requirement for business records)
- Communication records: 3 years after last contact

Marketing Data:

- Until you unsubscribe or withdraw consent
- Reviewed annually and deleted if no longer needed

Website Analytics:

- 26 months (Google Analytics default retention period)
- Anonymous data only, cannot identify individuals

Legal and Insurance Records:

- 3 years minimum for licensing records (required under The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018)
- 6 years minimum for potential insurance claims
- 7 years for business and tax records (legal requirement)
- Longer if required by ongoing legal proceedings

Criteria for Retention: We determine retention periods based on:

- Legal and regulatory requirements
- Insurance and liability considerations
- Legitimate business needs
- Your ongoing relationship with us

Secure Deletion: When retention periods expire, we securely delete or anonymize your data using industry-standard methods.

9. Your Rights Under UK Data Protection Law

Under UK data protection law, you have the following rights regarding your personal data:

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Right of Access (Article 15) You have the right to request copies of your personal data. This includes:

- Confirmation that we are processing your data
- A copy of your personal data
- Information about how we use your data
- Details of who we share your data with
- How long we keep your data

Right to Rectification (Article 16) You have the right to request correction of inaccurate or incomplete personal data. We will:

- Correct inaccurate information promptly
- Complete incomplete data where relevant
- Notify third parties of corrections where appropriate

Right to Erasure (Article 17) You have the right to request deletion of your personal data in certain circumstances:

- The data is no longer necessary for the original purpose
- You withdraw consent (where consent was the legal basis)
- The data has been unlawfully processed
- Erasure is required for legal compliance

Note: We may not be able to delete all data if we have legal obligations to retain it (e.g., business records for tax purposes, animal welfare records).

Right to Restrict Processing (Article 18) You have the right to request that we limit how we use your data in certain situations:

- You contest the accuracy of the data
- Processing is unlawful but you don't want erasure
- We no longer need the data but you need it for legal claims
- You have objected to processing pending verification

Right to Data Portability (Article 20) You have the right to receive your personal data in a structured, commonly used format and to transmit it to another controller when:



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- Processing is based on consent or contract
- Processing is carried out by automated means

Right to Object (Article 21) You have the right to object to our processing of your personal data where we rely on legitimate interests. We will stop processing unless we can demonstrate compelling legitimate grounds that override your interests, rights, and freedoms, or for the establishment, exercise, or defence of legal claims.

You also have the right to object to:

- Direct marketing (we will stop immediately)
- Processing for research or statistical purposes

Right to Withdraw Consent Where we process your data based on consent, you have the right to withdraw that consent at any time. This includes:

- Marketing communications
- Photography and social media sharing
- Optional services

Withdrawing consent does not affect the lawfulness of processing before withdrawal.

Rights Related to Automated Decision-Making You have rights regarding automated decision-making and profiling. Currently, we do not use automated decision-making that produces legal or similarly significant effects.

10. How to Exercise Your Rights

To exercise any of your rights, please contact us using the details in Section 2. When contacting us, please:

Provide:

- Your full name and contact details
- Details of your request and which right you wish to exercise
- Proof of identity (to protect your data from unauthorized access)
- Specific information about the data concerned (if applicable)

Response Times:

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- We will acknowledge your request within 48 hours
- We will respond to most requests within one month
- Complex requests may take up to three months (we will explain any delays)
- All responses are free of charge unless requests are excessive or unfounded

Verification: To protect your privacy, we may need to verify your identity before processing your request. We may ask for:

- Photo identification
- Proof of address
- Additional information to confirm your identity

11. Your Right to Complain

If you are not satisfied with how we handle your personal data or respond to your requests, you have the right to complain to the supervisory authority.

Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Phone: 0303 123 1113
- Email: casework@ico.org.uk
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Before Contacting the ICO: We encourage you to contact us first so we can try to resolve any concerns directly. However, you have the right to complain to the ICO at any time.

What to Include in Your Complaint:

- Details of your concern
- Steps you have taken to resolve the issue with us
- What outcome you are seeking
- Any relevant correspondence or documentation

12. International Data Transfers

We primarily store and process your personal data within the United Kingdom. However, some of our service providers may process data outside the UK/EU.



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When We Transfer Data:

- Website hosting and email services
- Cloud storage and backup services
- Payment processing services
- Software and technology providers

Safeguards in Place: When we transfer data outside the UK/EU, we ensure appropriate safeguards are in place:

- Adequacy Decisions: We only use countries deemed adequate by the UK government
- Standard Contractual Clauses: We use approved contractual protections
- Certification Schemes: We work with certified providers
- Binding Corporate Rules: For multinational service providers

Your Rights: You can request information about international transfers and obtain copies of the safeguards we have in place.

13. Automated Decision-Making

We do not currently use automated decision-making or profiling that produces legal or similarly significant effects on individuals.

What This Means:

- All decisions about your pet's care are made by qualified humans
- We do not use algorithms to make decisions about service provision
- Any automated systems we use (e.g., booking systems) do not make decisions that significantly affect you

If This Changes: We will update this privacy policy and inform you if we introduce any automated decision-making processes.

14. How We Protect Your Data

We take the security of your personal data seriously and have implemented appropriate technical and organisational measures:

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Technical Measures:

- Encrypted data storage and transmission
- Secure password policies and access controls
- Regular software updates and security patches
- Firewall and antivirus protection
- Secure backup and recovery procedures

Organizational Measures:

- Staff training on data protection
- Clear data handling procedures
- Regular security reviews and audits
- Incident response procedures
- Confidentiality agreements with staff and contractors

Physical Security:

- Locked filing cabinets for paper records
- Secure disposal of confidential waste
- Restricted access to business premises
- Password-protected devices and systems

Data Breach Procedures: In the unlikely event of a data breach:

- We will assess the risk to individuals
- Report serious breaches to the ICO within 72 hours
- Notify affected individuals if there is a high risk to their rights
- Take immediate steps to contain and remedy the breach

15. Changes to This Privacy Policy

We may update this privacy policy from time to time to reflect changes in:

- Our business practices
- Legal requirements
- Technology and security measures
- Service offerings

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How We Notify You:

- Significant Changes: We will email you directly and may require acknowledgment
- Minor Changes: We will update the "Last Updated" date and post the new policy on our website
- Legal Changes: We will provide appropriate notice as required by law

Your Continued Use: By continuing to use our services after changes take effect, you accept the updated privacy policy.

16. Cookies and Website Usage

Our website uses cookies and similar technologies to improve your experience and analyse website usage.

Types of Cookies We Use:

- Essential Cookies: Necessary for website functionality
- Analytics Cookies: Help us understand how visitors use our website (Google Analytics)
- Preference Cookies: Remember your settings and preferences

Your Cookie Choices:

- You can control cookies through your browser settings
- Disabling cookies may affect website functionality
- You can opt out of Google Analytics tracking

Third-Party Services:

- Google Analytics (with anonymized IP addresses)
- Social media plugins (if applicable)
- Payment processing widgets

For more information about cookies, visit: allaboutcookies.org

Contact Information Summary

For General Inquiries: Email: sarah@thedogden.org Phone: 07398 657 110



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For Data Protection Matters: Email: sarah@thedogden.org

For Complaints: Information Commissioner's Office: ico.org.uk

This privacy policy complies with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)
- Animal Welfare Act 2006
- The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018

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Last Updated: 15/10/2025

Next Review Date: 14/10/2026

We are committed to protecting your privacy and will continue to review and improve our data protection practices. If you have any questions or concerns about this privacy policy, please don't hesitate to contact us.